

Remarks

Applicants respectfully request reconsideration of the present U.S. Patent application as amended herein. In the present response, claim 1 has been amended. Claims 7-9 and 24-26 have been canceled previously. No claims have been added. Claims 1-6 and 10-17 are pending.

Claim Rejection - 35 U.S.C. § 103(a)

Claims 1-6 and 10-17 were rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 6,484,011 issued to Thompson (*Thompson*) and U.S. Patent No. 7,069,573 issued to Brooks (*Brooks*) in view of U.S. Patent No. 6,560,637 issued to Dunlap (*Dunlap*.) For at least the following reasons set forth below, Applicants submit that claims 1-6 and 10-17 are not rendered obvious by *Thompson*, *Brooks*, and *Dunlap*.

Claim 1 recites:

receiving, by a local viewing device, the broadcast from the remote source;

displaying the broadcast with the local viewing device;

receiving by the handheld device a content catalog, said catalog varying based at least in part on the broadcast and characteristics of the handheld device from the remote source; and

identifying interactive content associated with the broadcast to augment the broadcast provided by a content provider in a first data format incompatible with the handheld device, wherein the associated content is not the same as the broadcast and is presented contemporaneously with the broadcast;

selecting by the handheld device an in response to user input an interactive associated content category in the content catalog having the first data format and communicating said selection to a local formatting agent; and

receiving said selected interactive associated content from the formatting agent in a second data format compatible with the handheld device wherein compatibility is based at least in part on the selected category and characteristics of the handheld device and the selected

interactive associated content is synchronized with the broadcast received by the local viewing device, wherein format conversion to the second data format is performed by the formatting agent.

Thus, Applicants claim receiving and displaying a broadcast with a local viewing device. Contemporaneously with the broadcast, a handheld device provides interactive associated content that augments the broadcast and is different than the broadcast. Formatting of the associated content is managed by a local formatting agent based on user input selecting a content category and not by the handheld device.

Thompson discloses a wireless information presentation device. See Abstract. The content can be selected and modified by a user. See, for example, Fig. 4. However, the content is not interactive content associated with a broadcast as recited in the claims. *Brooks* discloses a personal broadcast technique where a user may select content to be broadcast to a local viewing device. However, the content is not interactive content associated with a broadcast as recited in the claims. *Dunlap* discloses Web-enabled presentations. Applicants agree with the Office Action that *Dunlap* discloses local formatting on the device. See page 5. Because none of the cited references disclose associated interactive content and broadcast content displayed on different devices with a formatting agent, no combination of the references can teach or suggest the invention as recited in claim 1.

Claims 2-6 and 10-17 depend from claim 1. Because dependent claims include the limitations of the claims from which they depend, applicants submit that *Thompson*, *Brooks*, and *Dunlap* cannot teach or suggest claims 2-6 and 10-17 for at least the reasons set forth above.

Conclusion

For at least the foregoing reasons, Applicants submit that the rejections have been overcome. Therefore, claims 1-6 and 10-17 are in condition for allowance and such action is earnestly solicited. The Examiner is respectfully requested to contact the undersigned by telephone if such contact would further the examination of the present application. Please charge any shortages and credit any overcharges to our Deposit Account number 02-2666.

Respectfully submitted,

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